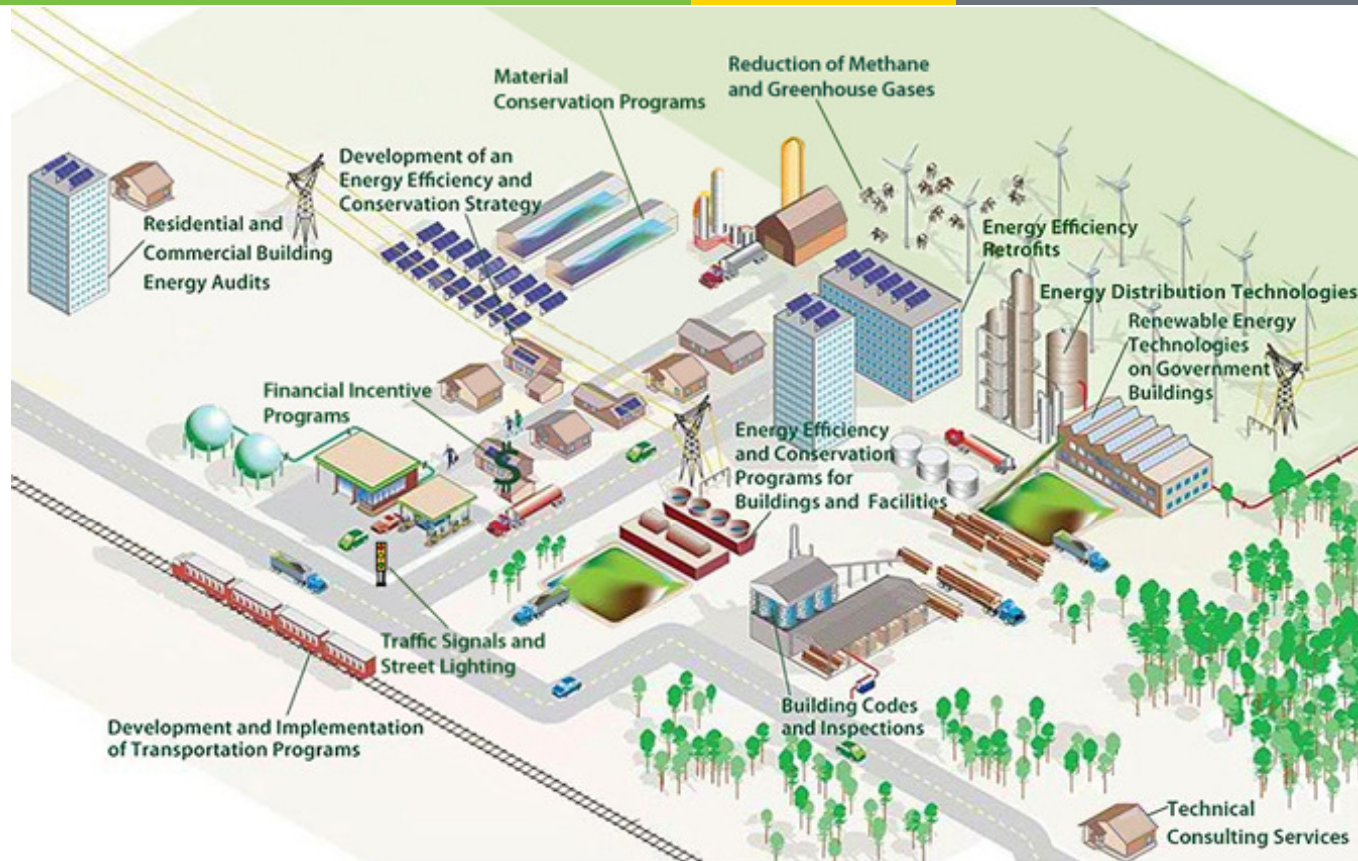


# Identifying And Communicating EECBG Success Stories

U.S. DEPARTMENT OF  
**ENERGY**

Energy Efficiency &  
Renewable Energy



Chris Galm  
EECBG Marketing & Communications Specialist

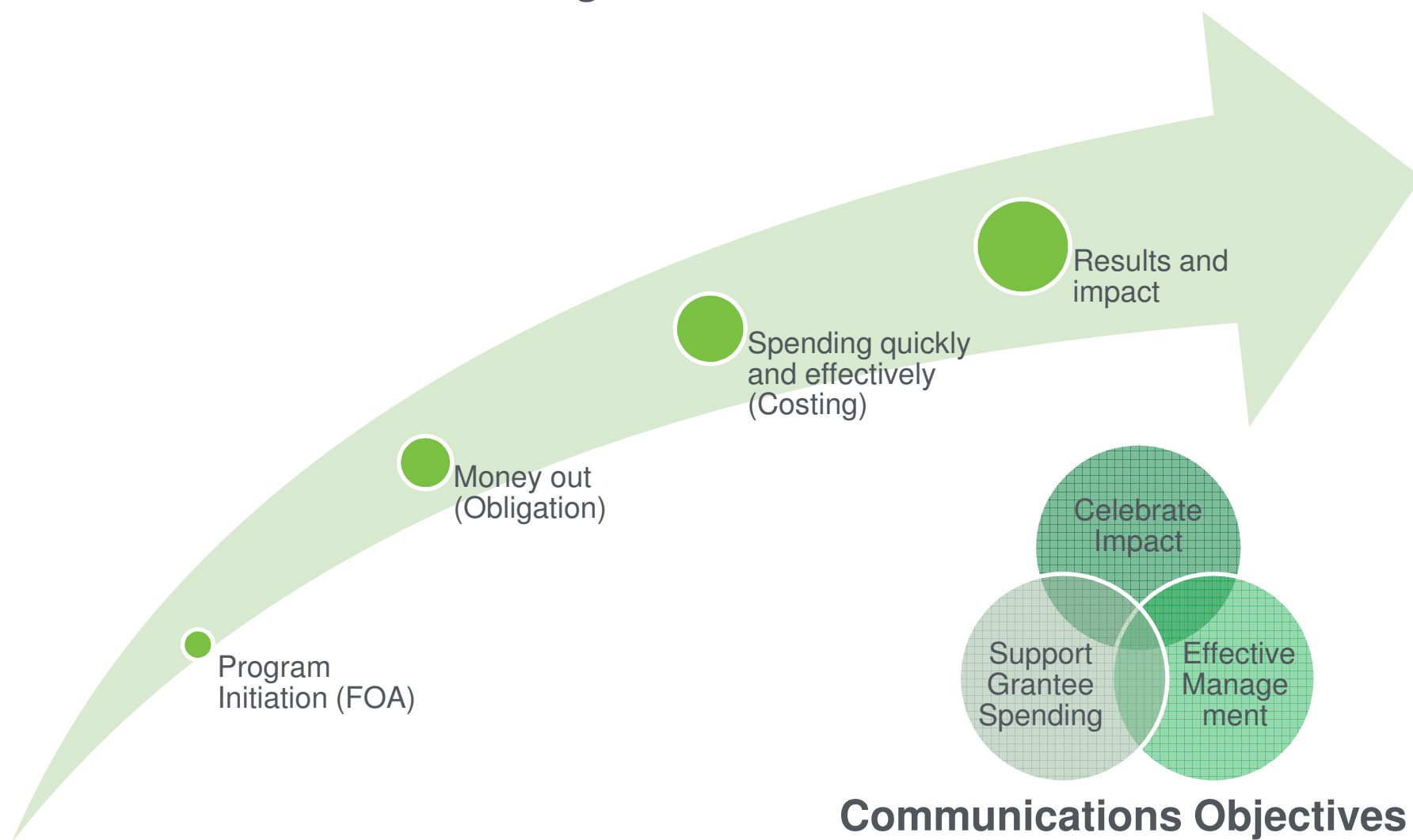
August 25, 2010

# Objectives and Phases Driving Communication Needs

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## Program Phases



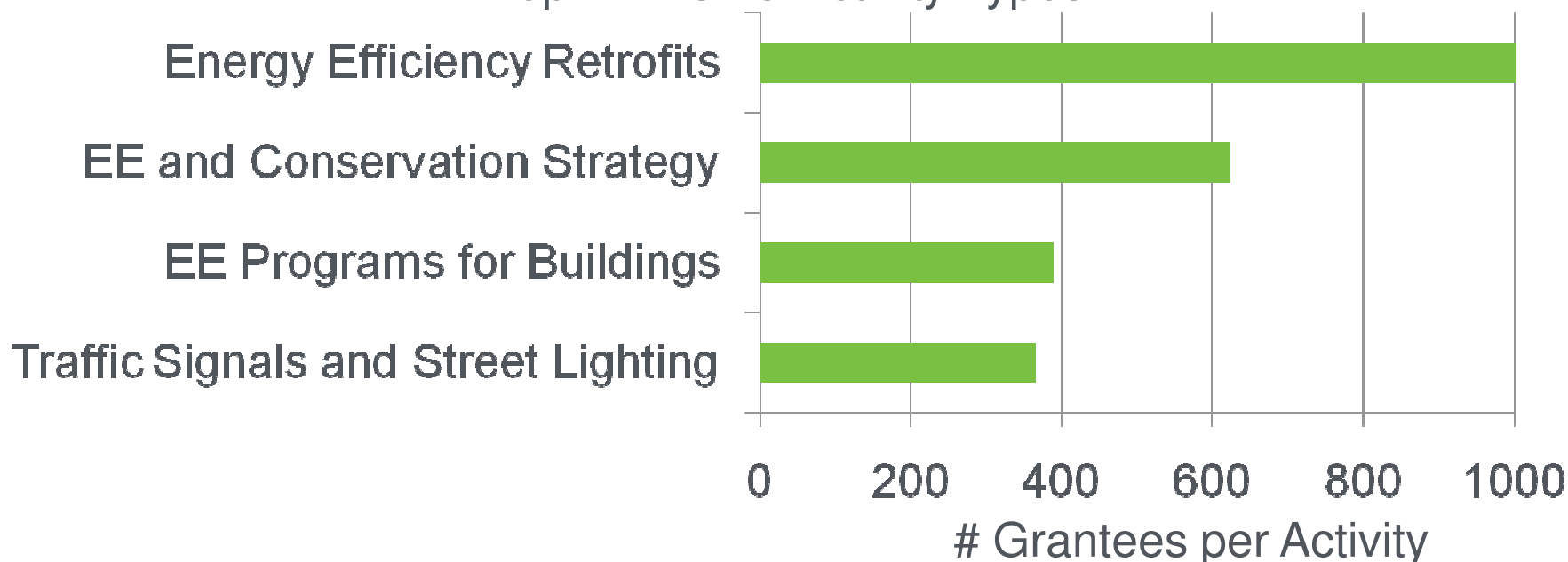
## Communications Objectives

# EECBG Grants Are Flexible and Can Be Tailored To Fit Grantee Needs



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Top 4 EECBG Activity Types



## Examples of Additional Activities

- Energy Audits
- Building Codes and Inspections
- Renewable Energy Technologies on Government Buildings
- Development and Implementation of Transportation Programs
- Energy Distribution Technologies

# Proactive Communications Are Critical For The EECBG Program

## Nature (And The News Media) Abhors A Vacuum!

If we do not regularly communicate progress and success stories on our grants, the news media will make up their own stories.

Which potential headline sounds better to you?

**Energy Grant Project Ribbon-Cutting Tomorrow**

or

**What Happened To Our Energy Grant?**

# What Is A Success Story Anyway?

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**A good rule of thumb –**

**“Can you see Oprah Winfrey talking excitedly about this project on her show?”**



**We'll hear MUCH more about this unbelievable energy grant right after the break...**

# What Is A Success Story Anyway?



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## 1. JOBS CREATED

This is the biggest driving interest in our success stories given the current economic situation in many of the grantee communities.

The potential for the rapid development of positive job numbers was the PRIMARY motivating factor in the development of the Recovery Act.

Project Officers must to be able keep track of how many jobs (full or part time) will be created with each grant.

## 2. PROJECTED BENEFITS/ AUDIT RESULTS

Preliminary audits connected to many grants can shed light on potential energy savings and future project details.

- Will a retrofitted municipal building's energy savings be 5 percent or 50 percent?
- Will the wastewater plant renovation project save taxpayers \$5,000.00 a year or \$55,000.00?

These issues alone could warrant a great deal of public communications outreach work.

## 3. COMMUNITY INITIATIVE

Are communities aggressively implementing their projects?

Are they working collaboratively with other local/regional government or non-profits?

Other questions that can identify success stories:

- Is this the first DOE or federal grant ever received by the grantee?
- Is the entire community behind it?
- How extensive is the list of stakeholders/partner businesses/agencies?



## 4. INNOVATION/SUSTAINABILITY

Is the grantee using the EECBG funds as a catalyst to completely change the way the community utilizes energy resources?

Is the grantee reducing the amount of energy being used, or will they reduce energy use WHILE increasing the use of renewable sources of energy?

Is the project being funded by the EECBG going to pay off for years down the road, or possibly decades?

# Examples of Early Success Stories



## Knoxville and Knox County, Tennessee

### Knoxville

Installing large-scale solar PV array on convention center roof using \$250,000 of EECBG funding. The contractor can leverage those funds by taking advantage of tax credits and other financial incentives. Contractor will recoup \$750,000 investment using tax credits, depreciation benefits, and the value of produced electricity - which the local utility will purchase.

### Knox County

New project added 305 ground-level solar arrays inside security perimeter at county detention center.

Project will provide all hot water needs (cooking, laundry, hygiene) for 900+ inmates and staff and save over 6,000 gallons of heating oil every year.

Project completed in July, 2010

# Mini-Case Study – CHARLEVOIX, MI

Population: 26,900



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\$178,000.00 in EECBG grants to city and county

- HVAC retrofits to county buildings
- Lighting upgrades to 1950s-era city hall
- Heating upgrades to water plant and new air transfer unit at city hall



SO WHAT?

Why is Charlevoix a Success Story?

Current Michigan Unemployment Rate- **14.3%**

2009/2010 city budget deficit - **\$90,000.00**

A grant that will provide jobs to local contractors and can help the city reduce its energy needs by roughly \$9,000.00/year is a BIG DEAL in a small city with a big budget hole!

# Mini-Case Study – CASTLE ROCK, CO

Population: 44,369



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\$170,800.00 in EECBG grant funds to city

- Project will change 140 metal halide street lamps to LED lamps.

SO WHAT?

Why is Castle Rock a Success Story?

- Project will reduce energy use by approximately 50 percent
- Reduce electric utility costs, save jobs and stimulate the economy
- A contract was signed in March with project completion in 60 days

This city got their funds and quickly moved ahead. By the end of the year, they will have had a year to document their energy savings.



# Developing a Success Story II

*Piggybacking on other news/current events*

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## University of Pittsburgh study

A recent study conducted as part of the city's EECBG grant found that LED streetlights strike the best balance between brightness, affordability, and energy and environmental conservation.

A review of EECBG projects identified over 350 grantees were doing some form of LED streetlight work.

Talking points have been prepared for the media and for use in interviews by DOE and ARRA administrators .

Grantees developing LED streetlight projects have an additional resource



# How Success Stories Are Used

- Media updates/ press releases / fact sheets
- Events for senior DOE/ White House staff
- Interview material / press pitches
- Energy Empowers profiles
- Best practices materials
- Congressional hearings/responses
- Developing state/regional EECBG impact snapshots



*"OK, We caught 'em. Now what?"*



# Potential Obstacles

1. Grantees not focused on public outreach

2. Limited grantee resources

3. Incomplete project data/vague summaries

4. Opposition from state/local elected officials



# Energy Empowers Website – Documenting Success Stories

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EERE: Energy Empowers Home Page

http://www.eere.energy.gov/energyempowers/

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## Energy Empowers

*your stories...*

*from a clean energy economy*

**Weatherization Helping Idahoans Save Green by Going Green**

Pocatello, Idaho – Helen Humphreys never thought she could afford the upfront costs of making her home energy-efficient, but stimulus money helped her home get weatherized and lowered her energy bills. [Read More.](#)

☐ ☐ ☐

**Multimedia**

Here you'll witness the first-hand stories of people like you who have taken the next steps toward a future of renewed prosperity. By pushing the limits of energy efficiency and renewable energy technologies and supporting some of America's most innovative businesses, we are saving American jobs and continuing to build a clean-energy economy that will improve the lives and reward the ingenuity of the American people.

**Powering Up for Recovery in Michigan**  
Elizabeth Rolinski can't wait to reopen the factory she was once

Being energy efficient and using renewable energy isn't just a fad—it's a real force that's changing people's lives, putting people back to work, and helping rebuild America's economy. Here you can read more about the stories of the people who have been touched by these technologies.

**Share Your Stories With Us**

**See Where These Stories Happen**

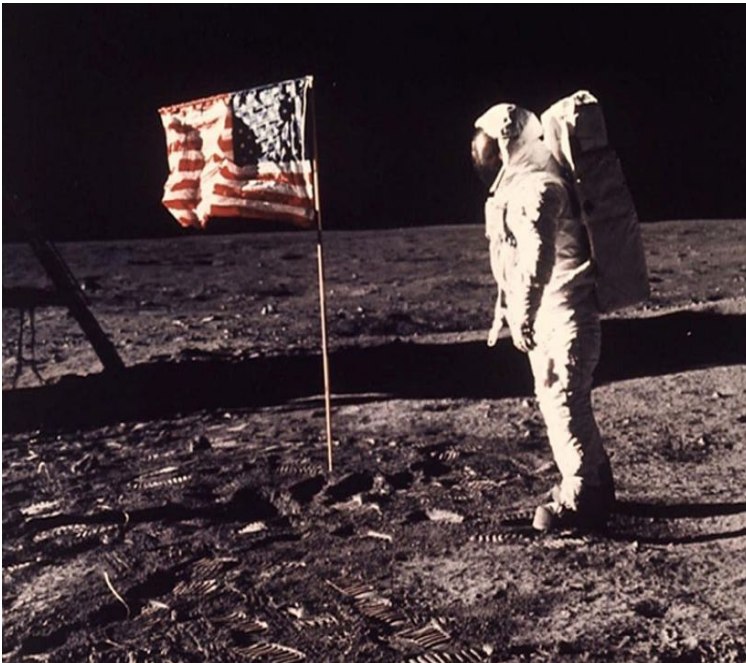
**Energy Empowers Blog**

Ohio town installing 'green' traffic signals



# Public Perceptions Matter!

## What we want



**World-class innovation and results**

## What we DON'T want



**“\$3.2 billion for this?”**

# Contact Info

## **Chris Galm**

Marketing & Communications Specialist

202-287-1725 (office)

202-215-6804 (cell)

[Christopher.Galm@ee.doe.gov](mailto:Christopher.Galm@ee.doe.gov)